



Choose country from the dropdown list to customise view

Country NORWAY

<b>2.4bn</b> cigarettes consumed -0.6bn on 2017	<b>0.4bn</b> C&C cigarettes consumed -0.1bn on 2017	<b>16.0%</b> of total consumption was C&C -0.7%pts on 2017
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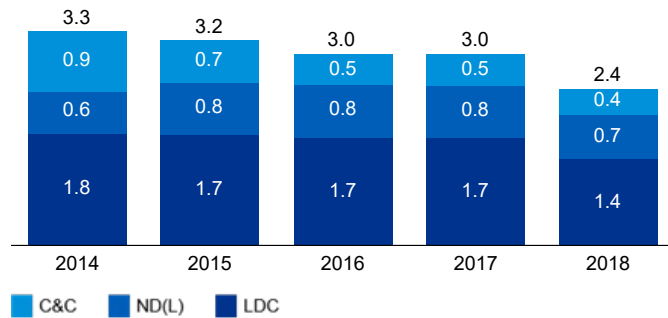
C&C in Norway remained stable at 16% of total consumption.

Duty Free and neighbouring Sweden are the largest sources of inflows to Norway, reflecting the price differences and Norway's position outside of the EU, resulting in increased Duty Free sales. Reductions in these flows in 2018 coincides with lower travel volumes by Norwegians in 2018.

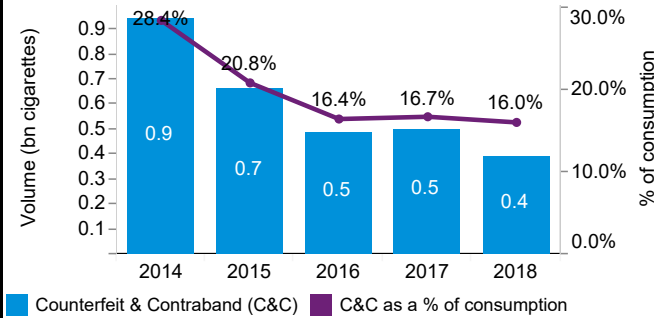
Rogaland on the Southwest coast had the highest regional C&C level.

Total consumption has also continued its declining trend, with larger than historical volume declines in 2018 potentially linked to the introduction of plain packaging.

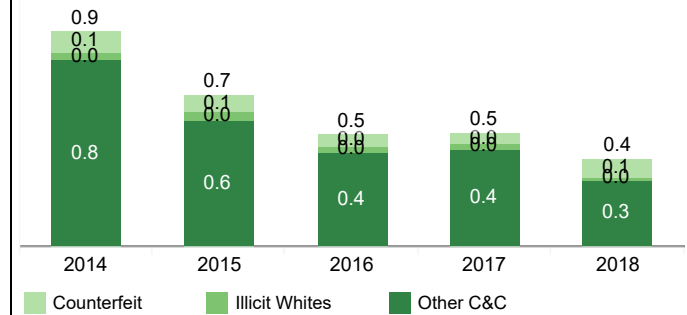
Total consumption, 2014-18 (bn cigarettes)



Manufactured cigarette C&C volumes and share of overall cigarette consumption, 2014-2018



C&C breakdown by type, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics

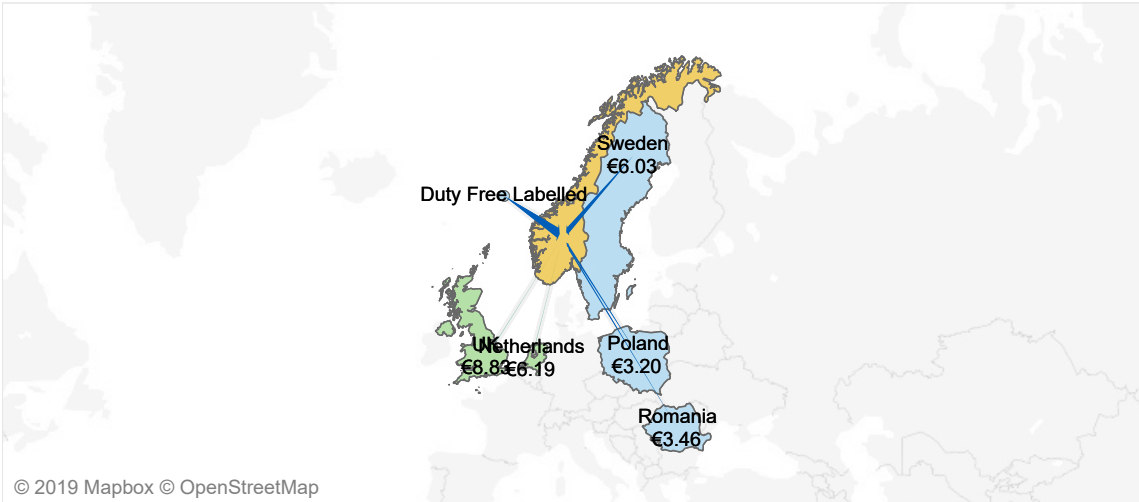


Choose country and flow type from the dropdown list to customise view

Country NORWAY

## Key Inflows and Outflows from NORWAY, 2018 (bn cigarettes)

Weighted average price in NORWAY: €11.14 (NOK108.45) (0.00% change from 2017)



Map shows major flows. Countries which are both a source and a destination are coded according to the larger flow.

### Flow Colours

- Inflow to Country of Study
- Outflow from Country of Study

### Country Colours

- Country of Study
- Source
- Destination

### Country label format:

Country Name  
(Average price per pack)

## Breakdown of Total Consumption, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Legal Domestic Sales (LDS)	1.79	1.77	1.72	1.72	1.39
Outflows	-0.03	-0.05	-0.04	-0.05	-0.03
Legal Domestic Consumption (LDC)	1.76	1.73	1.69	1.67	1.35
Non-Domestic Legal (ND(L))	0.63	0.80	0.81	0.81	0.69
Counterfeit & Contraband (C&C)	0.95	0.66	0.49	0.50	0.39
Total Non-Domestic	1.57	1.46	1.30	1.31	1.08
<b>Total Consumption</b>	<b>3.33</b>	<b>3.19</b>	<b>2.98</b>	<b>2.99</b>	<b>2.43</b>

## Total inflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Duty Free Labelled	0.45	0.41	0.40	0.40	0.34
Sweden	0.27	0.37	0.30	0.31	0.21
Poland	0.31	0.09	0.07	0.09	0.09
Counterfeit	0.09	0.07	0.05	0.05	0.08
Romania	0.19	0.06	0.10	0.14	0.06
Other	0.26	0.45	0.38	0.32	0.29
<b>Total Inflows</b>	<b>1.57</b>	<b>1.46</b>	<b>1.30</b>	<b>1.31</b>	<b>1.08</b>

## Total outflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Netherlands	-0.02	-0.01	0.00	-0.01	-0.01
UK	0.00	-0.01	-0.01	-0.01	-0.01
Sweden	0.00	0.00	-0.01	-0.01	-0.01
Denmark	0.00	0.00	0.00	0.00	0.00
Germany	0.00	0.00	0.00	0.00	0.00
Other	-0.01	-0.02	-0.01	-0.01	-0.01
<b>Total Outflows</b>	<b>-0.03</b>	<b>-0.05</b>	<b>-0.04</b>	<b>-0.05</b>	<b>-0.03</b>



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



# NORWAY

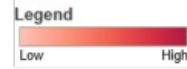
Hover here to view any country-specific adjustments

Select country and type to customise view

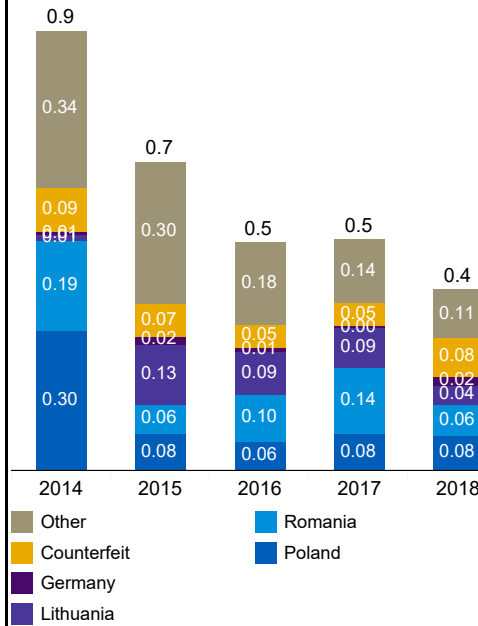
Country  
NORWAY

Type  
C&C

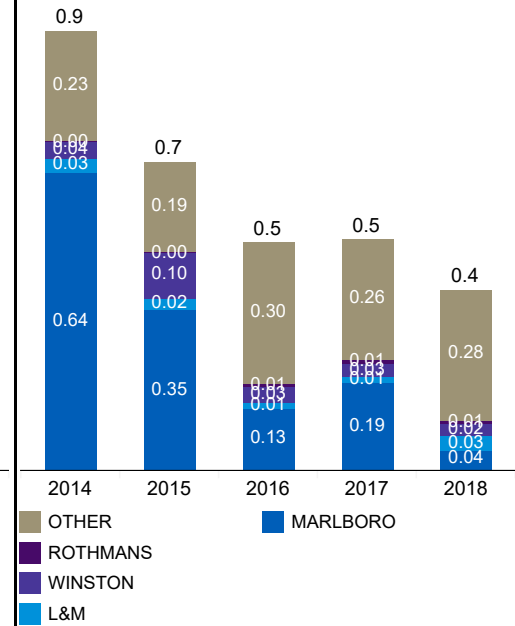
## C&C% by region



## C&C by country of origin, 2014-2018 (bn cigarettes)



## C&C by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



# NORWAY

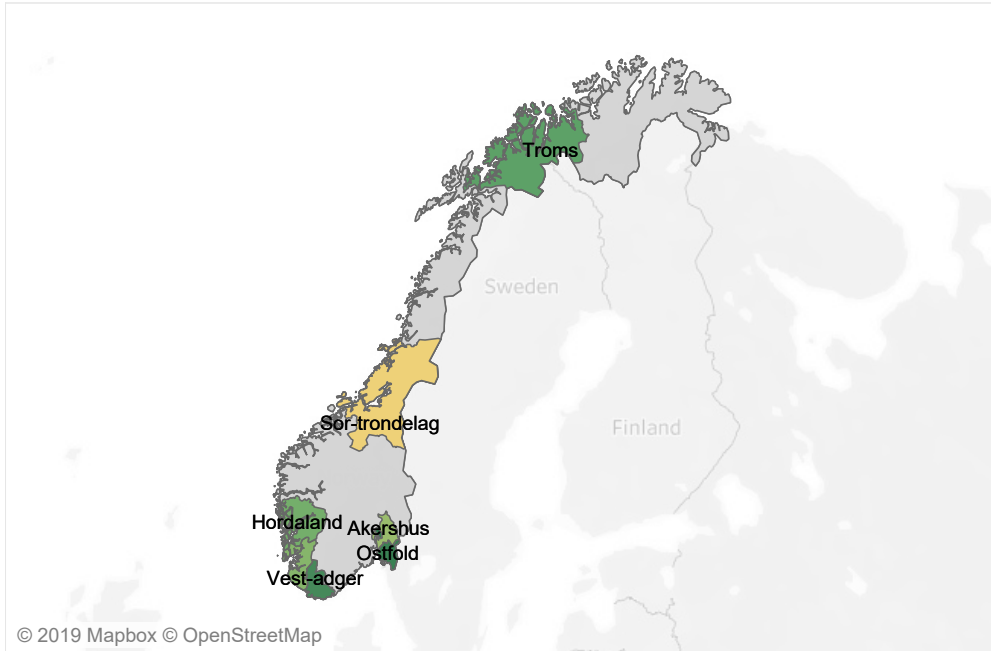
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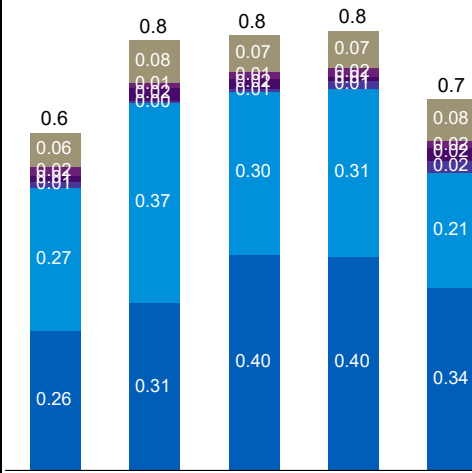
Country  
NORWAY

Type  
ND(L)

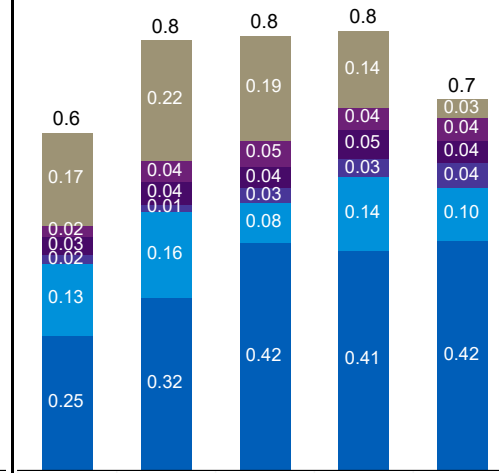
## ND(L)% by region



## ND(L) by country of origin, 2014-2018 (bn cigarettes)



## ND(L) by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics